

*One of the world's busiest seaports and a
leading gateway for Pacific Rim trade*



Director of Communications



THE PORT OF LONG BEACH

The Community

Majestically located on the Pacific Ocean between Los Angeles and Orange County, the City of Long Beach, California (population 487,000) is frequently described as a series of strong, diverse interwoven smaller communities within a large city. Enjoying an ideal Southern California climate, Long Beach is home to an abundance of cultural and recreational



options. The Long Beach Convention Center, Aquarium of the Pacific, Queen Mary, West Coast Hockey League's Ice Dogs, the annual Toyota Grand Prix of Long Beach plus a wide variety of other attractions serve to draw over four million visitors a year. The City is also home to California State University, Long Beach and Long Beach City College.

While it offers all the amenities of a large metropolis, many say the City has the added benefit of having maintained a strong sense of community and cohesiveness despite its growth. As the fifth largest city in California, Long Beach has been referred to as the "most diverse city" in the country by *USA Today*. A superb climate, quality schools, a vibrant downtown and a wide variety of neighborhoods help make Long Beach one of the most livable communities in the country.

In addition to the Port, the City also has its own full-service commercial airport which has become a favored travel-friendly alternative to other Southern California airports by offering preferred flight schedules, carriers, and overall accessibility. In addition, Los Angeles' rail transit system, the Metro Blue Line, has numerous stops within Long Beach and throughout the region.

The Port

The Port of Long Beach is one of the world's busiest seaports and is a leading gateway for Pacific Rim trade. The Port is the second busiest container port in the United States and ranks 12th internationally. If combined, the Ports of Long Beach and Los Angeles would rank third, trailing only Hong Kong and Singapore as the busiest port complexes worldwide. East Asian trade accounts for more than 90 percent of Long Beach shipments with the top trading partners being China/Hong Kong, Japan, South Korea and Taiwan.

The Port of Long Beach, also commonly referred to as the City's Harbor Department, is governed by the Long Beach Harbor Commissioners. The five members of the Harbor Commission are appointed by the Mayor and confirmed by the entire City Council. The Port's Executive Director is appointed by the Commission and is responsible for heading up the Department which is supported by 350 employees with annual revenues in excess of \$300 million and an annual budget of approximately \$450 million. The Mayor of Long Beach is Beverly O'Neill, the City's only three-term citywide elected mayor. Two years ago, she was re-elected to an unprecedented third term as a write-in candidate. Mayor O'Neill currently serves as Vice President of the U.S. Conference of Mayors and was just recently named the "2004 Municipal Leader of the Year" by *American City and County* magazine.

Credited with moving \$95 billion in trade in 2003, the Port of Long Beach is a landlord port that leases and acquires property for port development. The Board of Harbor Commissioners leases port shipping terminals and other facilities to private entities. Port revenues, which total more than \$249 million annually, are reinvested in new facilities and port related improvements. The Port operates under the financial support of its own revenues and is not funded to any degree by the City's General Fund.

In addition to its role as a critical hub for international commerce and as a major transportation center, the Port of Long Beach plays a key role in promoting global trade. Port related international trade has wide-ranging economic impacts, supporting thousands of jobs that benefit the region and entire country.

Communications Division

Under the purview of the Director of Communications are a number of wide ranging responsibilities that are very visible to all of the Port's stakeholders. The Division is responsible for overseeing all aspects of the Port's internal and external communications. The Director is a key member of the Port's Management Team and reports to the Managing Director of Maritime Services. Supported by a staff of 9 and an average annual budget of \$1.5 million, the activities of the Division include, but are not limited to:

- Producing monthly trade newsletter, quarterly community newsletter, annual report, plus a variety of other collateral materials.
- Developing and overseeing a substantial trade advertising program
- Executing and maintaining a comprehensive community outreach program
- Managing proactive and responsive media relations
- Representing the Port at public meetings
- Creating various promotional strategies for the advancement of Port objectives

With the ultimate responsibility of crafting the image of the Port, the Director of Communications has ongoing direct access to the Executive Director as well as all the Harbor Commissioners. Whether it is developing reports, hosting press conferences, writing speeches, orchestrating special events, administering quarterly surveys, or designing innovative ways to educate school children regarding the importance of the Port . . . these critical functions rest in the Communications Division.

Reflective of its exceptional work, the Port's Communications team was recently recognized by the American Association of Port Authorities with three Awards of Excellence (Annual Report, Advertising, and Newsletters) and two Merit Awards.

The new Director will have the opportunity of hiring an Assistant Director (new position) early during his/her tenure. To view some of the award winning publications and to learn more about the Port of Long Beach, visit the Port's website at: www.polb.com

Ideal Candidate

The ideal candidate is a communications professional who has experience overseeing highly visible work and is comfortable working in a deadline driven and sometimes demanding environment.

Background and Education

Substantial management experience responsible for a small to medium size staff of creative talent is necessary and will be helpful to ensuring the future Director's seamless transition. Experience in or with the public sector and working with elected and/or appointed officials will also be considered favorably. A background in journalism and/or media relations and at least some exposure to crisis communications will serve competitive candidates well. Due to the dynamic nature of the Division, professionals who are best suited to its culture derive equal amounts of satisfaction from managing a diverse portfolio of responsibilities as they do from rolling up their sleeves and actually doing the work.

A Bachelor's degree in journalism, communications or closely related field is required.

Knowledge & Competencies

In addition to the qualifications previously stated, ideally qualified candidates will also possess the following knowledge and capabilities:

- General comprehension of maritime and/or international trade industries is highly desirable
- Sophisticated understanding of the media
- Knowledge of advertising principles relating to design and placement
- Exceptional judgment
- Outstanding spokesperson
- Highly developed political acumen
- Comfortable working under pressure and tight deadlines
- Capable of effectively managing numerous diverse projects and priorities simultaneously



Professional Attributes

The Professional Attributes that best describe the new Director of Communications include the following characteristics:

- Exhibits a dynamic and engaging demeanor
- Talented problem solver who displays natural ingenuity
- Visionary and creative
- Capable of working independently without extensive direction or oversight
- Highly motivated self-starter
- Fulfills role of mentor and coach
- Conveys superior professional standards and unyielding integrity
- Displays admirable interpersonal skills; can quickly establish relationships and credibility
- High energy and reveals a passion for high quality service and products

Reflective of its exceptional work, the Port's Communications team was recently recognized by the American Association of Port Authorities with three Awards of Excellence (Annual Report, Advertising, and Newsletters) and two Merit Awards.

Compensation & Benefits

The salary range for this position is \$79,048 - \$118,571 (midpoint \$98,810). In most cases, appointments are made below the midpoint. In addition, the City's generous benefits package includes:

Retirement – CalPERS (2.7% at 55). City pays 3/8ths of employee contribution.

Vacation – 12 days after one year of service. Maximum of 20 days after 19.5 years of service.

Executive Leave – Five days per year

Holidays – Nine designated holidays per year, plus four personal holidays.

Bereavement Leave – Three days for death or critical illness of family member plus three days of accrued sick leave.

Health Insurance – Several options are available for employee and dependents (an HMO, two POS and three indemnity plan options)

Dental Insurance – Two plans are available for employee and dependents

Life Insurance – City paid life insurance policy of \$50,000, plus executive insurance benefit equal to three times annual salary up to a maximum of \$300,000

Disability Insurance – City paid short and long term insurance

Deferred Compensation – Available through three plan providers

Auto Allowance – \$450 per month

Additional Benefits – Annual physical examination provided by the City



Application & Recruitment Schedule

The final filing date for this recruitment is **Friday, January 7, 2005**. To be considered for this rare opportunity, please submit a cover letter, a resume that reflects scope of current/most recent organization and responsibilities, list of six professional references, and current salary information. For additional information regarding this opportunity, contact:



Teri Black Brann
CPS EXECUTIVE SEARCH
241 Lathrop Way
Sacramento, CA 95815
310.377.2612 Los Angeles
916.263.1401 Sacramento
Fax 916.561.7205
E-mail: resumes@cps.ca.gov
Website: www.cps.ca.gov/search

Following the final filing deadline, candidates with the most relevant qualifications will be granted interviews by the consultants in January. Those individuals determined to be best suited for the position will be interviewed by the Port in early 2005 with an appointment anticipated in February, upon the completion of thorough reference and background checks.

The City of Long Beach is an Affirmative Action/Equal Opportunity Employer and values diversity at all levels of the organization.

